Outline for paper

* **Introduction** (Greg + Sikta)
  + Overview to disney and its business segments
  + Focus on Disney+ and why
* **Analysis of Streaming Industry** (Greg + Sikta)
  + Define the relevant industry - streaming
  + Other industries it is competing with e.g. gaming, viewing, entertainment, etc
  + Conduct a Strategic Industry Analysis using Porter Five Forces
  + Any additional approaches or techniques
  + Include discussion of the relevant Porter forces, features, and other attributes of the overall industry that would be relevant to the strategy
* **Strategic Firm Analysis** 
  + Nature and attributes of Disneys’ strategic approach to the market/industry (what is their strategy?)
    - Single whole with multiple parts with integration across business units rather than operating individually - Strategy is to create, buy, and exploit “corporate franchises” such as *Mickey Mouse*, *Frozen* and *Avengers* to enhance the earnings power of multiple businesses - Forbes
    - How do they compare to current rivals in the market i.e. Netflix, Amazon Prime
    - SWOT analysis?
  + How Disneys’ strategic approach is reflected in key operational aspects of the company’s business (how are they achieving their strategy?)
    - Marketing presence has helped raise funds across all segments
    - Acquisitions and partnerships of other companies
      * Fox - allowed them to get Hotstar to enter SE Asia
      * Streaming platforms such as bamtech
      * Verizon
      * Purchase of Marvel led to access of giant library of content
    - Quality over quantity?
  + Analyze whether the company is well-positioned for the future or not: does it have a sustainable advantage? If so:
    - Not poorly positioned?
    - Need to differentiate as tech and entertainment company
    - Identify and analyze the sources of these advantages
    - Discuss how these advantages relate to the strategic objectives of the company - integration across different segments is their strongest advantage and strategy
* **2a) Strategic Firm Analysis** (Manuel + Ethan)
  + Invest into tech for Disney+ and work on bundling with different services
    - Fulfill different jobs and compete beyond streaming industry
      * Video games
      * Apps
      * Stunt robotics?
    - VR
    - Social features such as Disney party - network effects and dominant design
      * Make it more functional than Netflix party
      * Not many people know about Netflix party so Disney should market this feature well
      * Almost like being on Zoom and watching a movie with friends
        + Should be built in feature to Disney+
    - Bundle gaming into Disney+? → similar to HBO max
  + Content creation for other segments beyond PG/family branded things
    - Recently launched Star
  + Partnerships to enter other countries/geographical segments
    - Entry to India via Hotstar was a success
* **2b) Strategic Firm Analysis** (Radhey + Angela)  
  Key concepts to consider – and include in your assessment if they are relevant include:
  + Innovation – and how it has or has not been innovative
  + Analytics – any specific application beyond typical
  + Platform – is it a platform play?
  + Social strategies – relevant? Important?
  + Long tail as a part of their strategy or opportunity?
  + Versioning – do they offer versions? Should they?
  + Standards or dominant design
* Recommendations
  + Include 2-3 specific and actionable
  + For each recommendation:
    - Be sure it is actionable – not just generic or very general!
    - Describe it fully, including the specific actions that need to be taken or changes that would need to be made
    - Describe positive and negative effects of implementing the recommendation, being sure to distinguish between short and long-term effects.
    - Include sufficient support for it, showing how it is derived from your strategic analysis